

KAREN KRIEGER  
DIRECTOR

**SALT LAKE CITY CORPORATION**  
DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT  
SALT LAKE CITY ARTS COUNCIL

RALPH BECKER  
MAYOR

ERIC D. SHAW  
DEPARTMENT DIRECTOR

**BOARD MEETING MINUTES**  
**April 9, 2014**  
**Art Barn in Reservoir Park**

**PRESENT:**

Cannon Tarbet	John Johnson
Eva Rinaldi	Mike Colby
Whitney King Hyans	Chad Whittaker
Linda Hunt	Helen Peters
Megan Hallett	Michael Braxton
Kerri Hopkins	

**Staff Members**

Karen Krieger, Executive Director  
Kelsey Ellis, Assistant Director  
Roni Thomas, Public Art Program Manager  
Kandace Steadman, Visual Arts Program Manager  
Jesse Schaefer, Program Manager  
Michelle Madsen, Office Facilitator  
Matt Ostasiewski, Program Assistant

**EXCUSED:**

Kara Hetrick  
John McCarthy  
Richard Jaramillo  
Matthew Allred

**GUEST:**

Richard Turpin, Chair Tier 1 Board, Zoo, Arts And Parks  
Helen Langen and Jeffrey Burke, SLC Mayor's Office

**I. Call to Order/Approval of the Minutes**

Mr. Cannon Tarbet called the meeting to order at 5:30 pm. Ms. Whitney King Hyans moved that the minutes from the March 12, 2014 meeting be approved. The motion was seconded by Mr. Michael Braxton and passed unanimously.

**II. Executive Committee**

Ms. Helen Langan with the Salt Lake City Mayor's office gave an update on the arts projects being undertaken by the Mayor's Office. She indicated that they would be requesting

funding through the upcoming budget process for a Director of the Utah Performing Arts Center.

Mr. Tarbet has asked Mr. John Johnson to fill in as vice chair until Mr. Matt Allred returns in September.

Mr. Tarbet presented an update on committee work. Ms. Hyans and Mr. Tarbet will put together a by-law committee later in the fall. There will be a meeting to discuss fundraising and the direction of a fundraising committee within the next few months.

### **III. Budget Update**

Ms. Karen Krieger reported that a dashboard presentation of the budget is in the works. This will be accessible to everyone and shared quarterly. In May, there will be more detailed budget information and a better sense of projected expenses for the Living Traditions Festival.

Ms. Kelsey Ellis reported that she is waiting back on the status of several grant submissions. The Dee Foundation awarded \$2500 for the Living Traditions Festival and the NEA grant has been submitted for next year.

### **IV. Committee Reports**

Ms. Linda Hunt presented an update for the marketing committee. The staff is working with Lindsey Ferrari of Wilkinson Ferrari & Co on a branding and marketing plan. The work should be completed by mid summer. Ms. Krieger indicated that one change of thinking this work has spawned is in recognizing the organization's unique placement within the City the orientation gets switched. Instead of stating that the Arts Council is supporting arts as a way to make the City a better place, we are now saying that we are creating a better City through the arts.

### **V. Staff Reports**

Ms. Michelle Madsen reported that she has been working on various projects including QuickBooks organization and streamlining filing processes. She is trying to get everything organized and ready for the upcoming programs.

Mr. Jesse Schaefer informed the board that the Living Traditions Festival is coming together nicely and that the media publicity for the festival is moving forward very well. There will be a meeting to finalize the announcement date for the Twilight Concert Series and an early leak announcement of one band is planned to peak interest. The line-up for the concert is nearly complete.

Ms. Roni Thomas reported that all projects are still in progress as updated at the last board meetings.

Ms. Kandace Steadman announced that Karen Hopkins is the new chair of the visual arts committee and invited other board members to join. She reported that there were 56 applicants in response to the 2015 gallery exhibit call for entries. The committee will meet on May 22 to make the decision on the 2015 gallery exhibits and the artist book entries.

Ms. Ellis reported that the Artists in the Classroom Grant deadline was March 31, there were 13 applications and the grants committee will meet on April 28 to review these. The Arts Learning Grant deadline is April 21 and the Mini Grant deadline is April 28. The Project and General Support Grants applications will be available online right after April 21. Ms Ellis also reported that the Arts Council is fully active on all social media sites now. There is a page on each Twitter and Facebook for all our programs including Twilight, Living Traditions, Brown Bag, and the Salt Lake City Arts Council.

Ms. Krieger reported that she has initiated a performance management contract process with all employees to track employee performance and expectations. Mr. Robert Dick with the Sundance Film Festival has been helping update and organize our 2014 sponsor deck. She also reported that the Salt Lake Magazine will be featuring Ms. Krieger in May and Mr. Schaefer in July.

#### **VI. Arts Events Discussion/ Coming Events**

#### **VII. Public Comment**

#### **VIII. Other Business/Adjourn**

The meeting adjourned at 6:30 p.m.